User Study guideline

1. Goals
2. Compare and evaluate our visual designs of badges
3. Evaluate the usage of the system
4. Tasks

Goal (1): compare the three visual designs of badges: “sparkline badge”, “angled badge” and “angled badge with patch” in

1. Explicitness & unambiguity
2. Acceptance of the trends metaphor
3. Ability in revealing
   1. Local rank trends;
   2. Dramatic rank changes;
   3. Occurrences

Goal (2): Let users finish some tasks and record the UX results.

Is it easy or not easy to

1. Locate a page and illustrate its rank trend?
2. Demonstrate an unusual case/ dramatic case?
3. Find similar items? Does the similarity calculation algorithms make sense?
4. Find the page-link information? Furthermore, help to construct a knowledge network?

Experimental Process

Tutoring

1. Introduce the visualization designs
2. Tutor on how to use the system
3. Clarify some circumstances referred to in the task questions. (e.g. what’s steady/up and down/ couldn’t tell)

Experiment 1 – on visualization

Make the users to finish some similar tasks with pictures (already been processed) of different visualization designs, and record their results on answer sheets. Compare the results and conduct analysis.

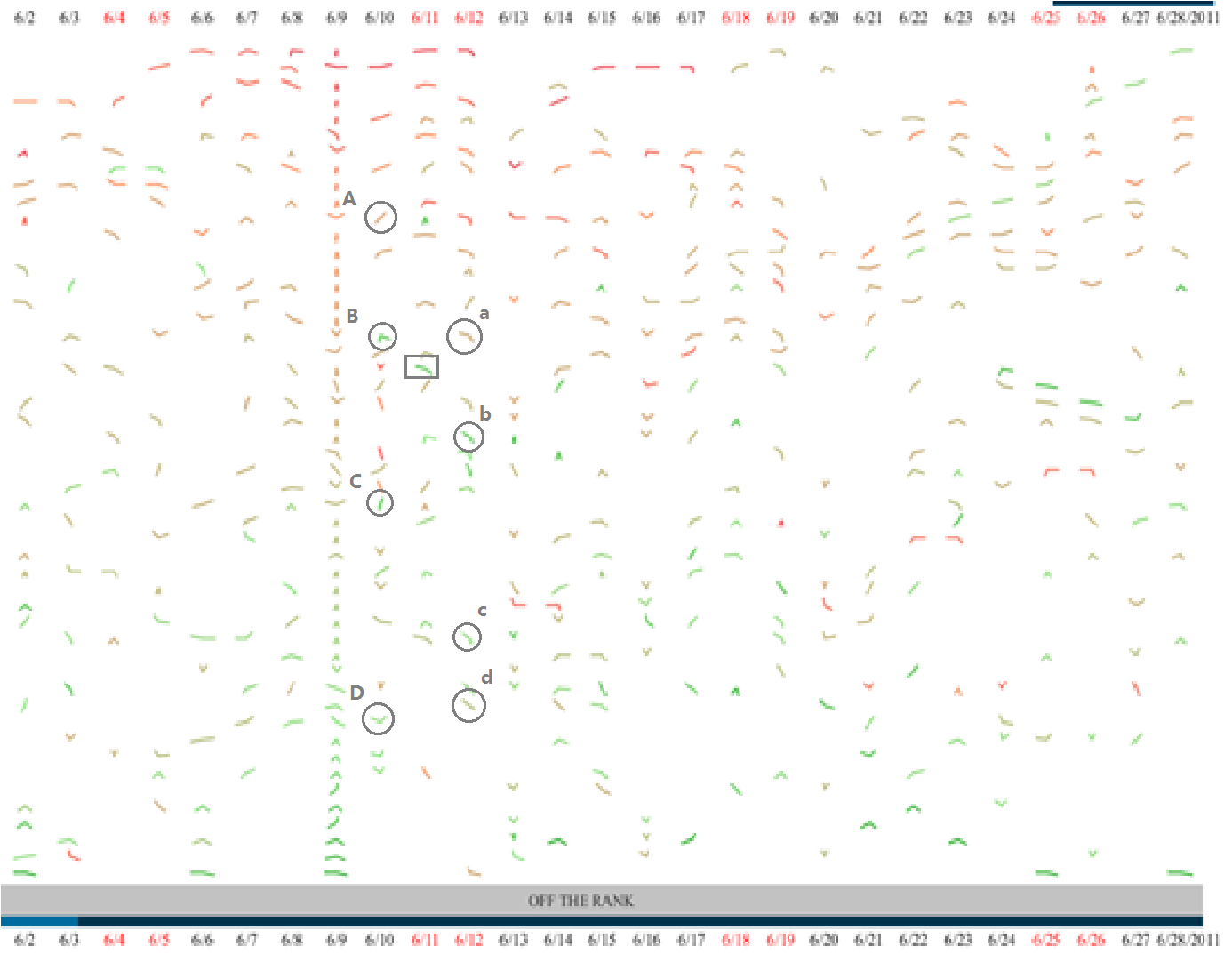
Order the difficulty of this task (from the easiest to the most difficult) with the three visual designs, and place NA before any design(s) that you think are not acceptable.

e.g. Sparkline Badge, Angled Badge, NA, Angled Badge with Patch.

e.g. Angled Badge, Angled Badge with Patch, Sparkline Badge, NA.

Q1: Choose the glyph on the previous/coming day of the selected item.

(same wiki-page with three visual designs)

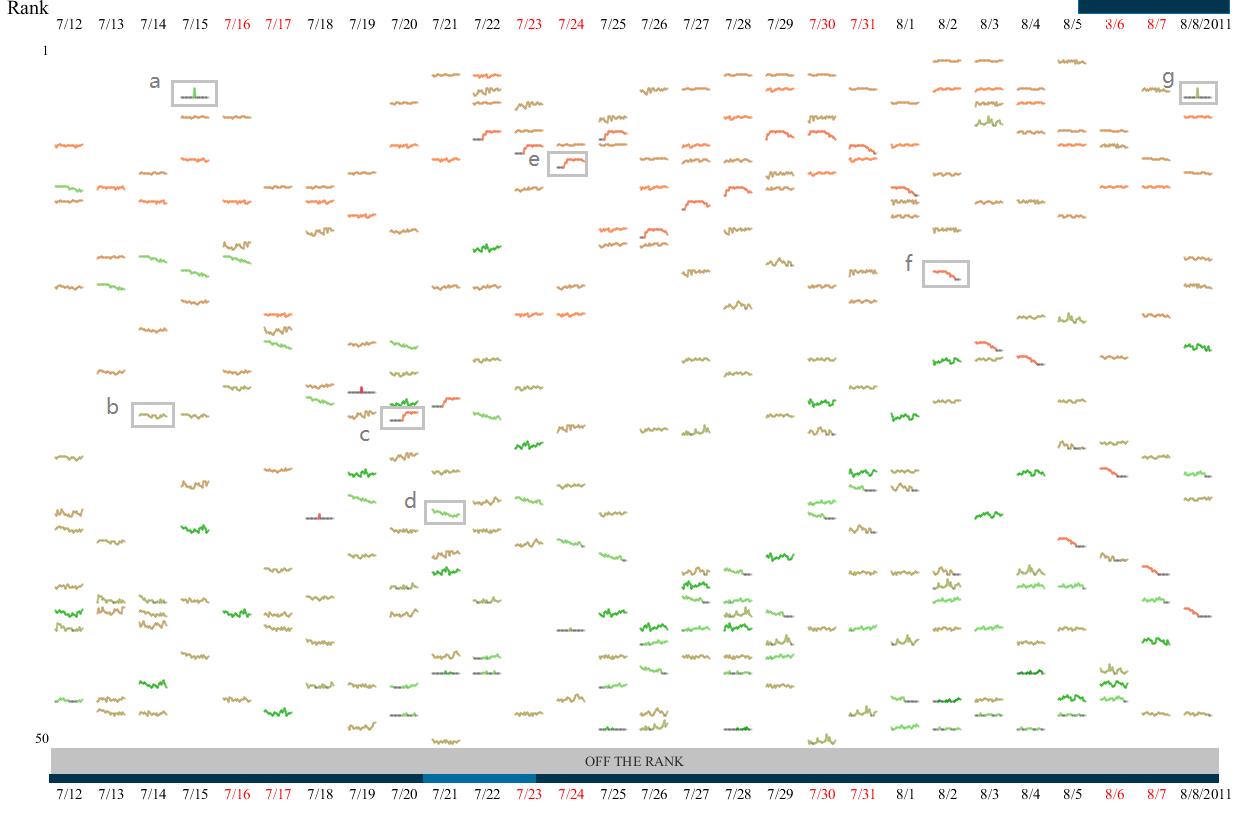


Q2: Given a selected item, try to describe the possible trend during period A.

A. Mostly steady B. Mostly going up C. Mostly going down

D. Up and down E. Couldn’t tell

Q3: Choose the dramatically changing pages in the scope. (multiple choices)

e.g. 

Q4: Try to locate which day contains the most/least pages of the currently selected day.

Q5: Order the three visual designs based on your preference (from the most preferable to the least preferable).

Q5: Given filtering results on 3 different selected days (day A/day B/day C), try to compare the consecutiveness. (A>? B >? C)

Q6: Given results on selected day(s), try to figure out the overall trends.

Mostly steady

Mostly up and down

Couldn’t tell

Experiment 2 – on User Experience

Stage 1: Let the users finish some tasks using the system and record their results on answer sheets.

Task description: Make the users to find item A\B\C, and then finish 5 same questions.

Q1: Try to describe the trend of item A\B\C during period X.

A. Mostly steady B. Mostly going up C. Mostly going down

D. Up and down E. Couldn’t tell

Q2: List 3 pages with dramatic rank changes (if exist): (1)\_\_\_\_\_ (2)\_\_\_\_\_ (3)\_\_\_\_\_

Q3: List 3 pages with most similar rank trends (if exist): (1)\_\_\_\_\_ (2)\_\_\_\_\_ (3)\_\_\_\_\_

Q4: List 3 linked pages (if exist): (1)\_\_\_\_\_ (2)\_\_\_\_\_ (3)\_\_\_\_\_

Q5: List 1 item specifically/semantically related to the selected item. And write down/try to describe the relation. (if exist) \_\_\_\_\_\_\_\_\_\_\_\_\_

Stage 2: Interview the users about feelings on UX.

Q4: Intuitive or not intuitive on dramatically changing pages?

Q5: Intuitive or not intuitive on page occurrences?

Q6: Intuitive or not intuitive to follow the rank trend?

Q6: Intuitive or not intuitive to figure out the overall trends?

Q1: visually pleasant or not pleasant?

Q2: Ambiguous or not ambiguous?

Q3: Intuitive or not intuitive on trends metaphor?

Q8: User friendly or not friendly? Easy or not easy to learn?

Q9: Easy or not easy to find and compare similar items?

Q10: Easy or not easy to find linked items?

Q11: Easy or not easy to find the specific relation between linked items?

Q12: Any other words?